

Policy 6.4.1 Arts — Goals, Policies and Action Statements

Goal A: **Ensure the financial viability of arts programming, services and facilities in Sunnyvale through partnerships with the private and public sector that enable the city to leverage resources while maintaining high standards of customer service.**

Policy A.1. Maximize City, school, private industry, social service, and arts-related resources through collaborative development and implementation of arts programs, services and facilities with a strong focus on customer service.

Action Statements

- A.1.a. Seek sponsorships for arts programming and special events.
- A.1.b. Expand partnerships with school districts to enhance arts education and enrichment programs for all youth.
- A.1.c. Work in partnership with neighborhood associations and other community organizations in the provision of community arts programs and services.
- A.1.d. Explore partnerships with other arts related agencies to further regional support for the Arts.
- A.1.e. Explore partnership opportunities with private business and industry to enrich the Arts in the business environment as well as in the broader community.
- A.1.f. Explore partnership opportunities to provide or facilitate multi-cultural celebrations.
- A.1.g. Explore opportunities to partner with the Sunnyvale Library to provide multi-cultural and arts related programs and services including literature and poetry readings.
- A.1.h. Work with the Economic Development Division to identify the economic benefits of the Arts to the Sunnyvale community.

Policy A.2. Encourage active citizen involvement in development and provision of arts programs, facilities, and services.

Action Statements

- A.2.a. Annually establish actions in the Arts Commission's work plan to enhance its role as an advisory body to the City Council in actively overseeing and promoting the advancement of the Arts.
- A.2.b. Annually establish actions in the Arts Commission's work plan to enhance its role in promoting the education of citizens and citizens' groups as to the needs, opportunities, and potentials of arts programs, facilities and services throughout the community.

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- A.2.c. Develop and utilize arts steering committees, teen and other community advisory committees and focus groups, as appropriate, to evaluate community needs for arts programming, facilities and services.
 - A.2.d. Provide meaningful opportunities and training for volunteer involvement in the provision of arts programs, facilities and services, and recognize their contributions in a variety of ways.
 - A.2.e. Conduct a comprehensive assessment of needs and use of programs, facilities, and services in conjunction with the needs assessment related to the updating of the Recreation and Arts Sub-Elements.
 - A.2.f. Provide mechanisms to solicit, receive, and respond to public comments on the quality, variety and effectiveness of and customer satisfaction with arts programs, facilities and services in conjunction with budget performance measures.
 - A.2.g. Increase outreach to establish partnerships and increase communication between the City and multi-cultural groups within the community.
- Policy A.3. Encourage a supportive environment that is receptive to the Arts and welcomes the presence of Art, resident performing arts companies, art services, performances, artists and performers in the community.

Action Statements

- A.3.a. Continue Co-sponsorship of arts-related non-profit groups to the degree financially feasible and provide opportunities for new arts groups to become co-sponsored.
 - A.3.b. Evaluate availability of rehearsal, performance and studio space for local artists and multi-cultural events and consider ways the City can facilitate that provision.
 - A.3.c. Provide a distribution/referral/publicity center for local arts groups to publicize their activities, services and performances.
 - A.3.d. Evaluate potential barriers to attracting and retaining arts related groups and ventures in the City.
 - A.3.e. Explore ways to communicate the City's receptivity to the Arts and arts-related ventures in the community.
- Policy A.4. Further a sense of community identity through the promotion of the Arts.

Action Statements

- A.4.a. Work with community groups to identify appropriate sites to create art projects such as community murals in public settings including City and school facilities and open spaces, consistent with financial constraints and priorities of the City.

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- A.4.b. Develop and implement processes for community involvement in selecting artists for City-commissioned art work.
- A.4.c. Explore with Arts Commission and Planning Commission ways to encourage continuation of a sense of community identity through the Arts.
- A.4.d. Encourage use of art landmarks and references in publications about the City.
- A.4.e. Evaluate and consider implementing arts and multi-cultural events, such as the Hands on the Arts Festival, as a way to develop community identity.
- A.4.f. Explore with the Economic Development Division and Sunnyvale Chamber of Commerce ways and means for art programs and services to be used in attracting and retaining business and industry.
- A.4.g. Identify opportunities for the City to assume an advocacy and leadership role on behalf of the need for and benefits of the Arts and arts funding at the local, regional, state and federal levels.

Goal B: Promote the physical and mental well being of the community and ensure equal opportunity for participation by providing opportunities within given resources and exercising strong customer service for high quality involvement - both passive and active - in arts programs and services.

Policy B.1. Provide balanced performing and visual arts programs and services within given resources, meeting high customer service standards and addressing the needs and interests of a culturally diverse community.

Action Statements

- B.1.a. Provide a balanced array of opportunities for both passive and active participation in arts programs and services including: dance, drama, music, literary and visual arts.
- B.1.b. Within given resources, continue to provide exhibition opportunities featuring local artists showing a variety of art styles and mediums.
- B.1.c. Consider development of an annual exhibit to showcase arts instructors' talents.
- B.1.d. Develop, modify, enhance or reduce programs and services based upon the findings of periodic market surveys, trends in the Arts, needs assessments and customer feedback.
- B.1.e. Explore access to KSUN-15 and/or other government access television stations to include arts programming and participation opportunities.
- B.1.f. Actively seek ways to ensure that programming of the visual, musical, literary and performing arts reflect community diversity.

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- Policy B.2. Implement art program offerings within given resources and meeting high standards of customer service to meet the needs of identified groups within the population recognizing the rich cultural diversity of the community.

Action Statements

- B.2.a. Continue offering arts classes tailored for Older Adults utilizing the Multi-Purpose Senior Center as well as encouraging intergenerational activities.
- B.2.b. Continue to provide and develop arts programs for individuals with disabilities.
- B.2.c. Meet or exceed requirements of the Americans with Disabilities Act, making programmatic adjustments where necessary, to provide equal access to arts programs, events, and services.
- B.2.d. Take into account family and school schedules, supervision needs and availability of transportation when planning arts programs and classes.
- B.2.e. Evaluate a decentralized approach to offering arts programs and services, using the Columbia Neighborhood Service Center as a model.

- Policy B.3. Promote awareness, understanding and communication among different cultures and identified groups within the community through the use of the Arts.

Action Statements

- B.3.a. Provide opportunities for exposure to and participation in art programs representative of an array of cultures.
- B.3.b. Focus on the commonalities of art in differing cultures when offering programs and services.
- B.3.c. Identify cultural groups in the community and explore ways to facilitate and build partnerships for the provision of culturally diverse arts-related programs.

- Goal C: Positively impact the development of youth by providing a strong foundation in the arts which can serve as intervention and prevention through opportunities for high quality involvement - both passive and active - in arts programs and services within given resources.**

- Policy C.1. Develop and implement, within available resources, art programs and services that positively impact youth development through reduction of unsupervised time, so as to minimize and deter future high risk behavior.

Action Statements

- C.1.a. Continue and seek partnerships with local school districts to offer after-school programming with a strong focus on the Arts.
- C.1.b. Explore the City's role in providing or facilitating instrumental music instruction for elementary and middle school age children.

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- C.1.c. Consider and implement arts and enrichment programs for elementary, middle, and high school youth which address developmental needs for structure, creativity, role models, positive values, skill building, community involvement, and socialization and which supplement curriculum offerings.
- C.1.d. Consider an art component to the program offerings at the new Columbia Neighborhood Service Center.
- C.1.e. Explore with Public Safety ways that art can be used as an intervention for at-risk youth and other youth becoming involved in the criminal justice system.
- C.1.f. Provide children with performing arts experiences which develop long-term appreciation of the Arts and encourage future audience participation.

Goal D: Maintain sound financial strategies and practices that will enable the City to provide a comprehensive arts program to a maximum number of citizens while supporting the concept and objectives of the community recreation enterprise fund.

Policy D.1. Support the concept and objectives of the Community Recreation Fund as a means to increase self-sufficiency of arts programs and services while reducing reliance on the City's General Fund.

Action Statements

- D.1.a. Enhance the use of entrepreneurial strategies to strengthen the Position of the Arts in the community and identify and reach new markets for arts programs and services.
- D.1.b. Explore establishment of a non-profit supportive "friends" organization that can raise funds and solicit resources on behalf of arts programming and services, consistent with the City Council's goals and policies.

Policy D.2. Identify additional non-General Fund revenue sources and, where possible, increase revenues from arts programs, services and facilities without jeopardizing the integrity and infrastructure of related facilities and with a commitment to providing excellent customer service.

Action Statements

- D.2.a. Leverage available resources by pursuing co-funded and/or cooperative agreements for both expansion and maintenance of arts programs, facilities, and services, in order to maximize benefits to the community.
- D.2.b. Seek outside financial support from foundations or through gifts for facilities and program initiatives, where the cost of obtaining and maintaining the grant does not negate its value.
- D.2.c. Explore potential sponsors for expanded Concerts in the Park Program and Downtown Concert Series.

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- D.2.d. Explore potential partners for ongoing support of after school programs, such as the Sunnyvale YES! Express.
- D.2.e. Explore additional partnerships and/or funding sources for the Sunnyvale Creative Arts Center Gallery.
- Policy D.3. Utilize available pricing and promotional tools in order to maximize participation and/or use related to arts programs, facilities, and services, without jeopardizing the integrity and infrastructure of related facilities.

Action Statements

- D.3.a. Utilize market-based pricing in the establishment of arts-related fees, and continually evaluate the effectiveness of pricing strategies.
- D.3.b. Continue to use sound promotional strategies related to arts programs, facilities, and services.
- D.3.c. Evaluate the use of current and emerging technologies as a means of encouraging and enabling participation.
- D.3.d. Continue support of the City's philosophy to be a customer driven organization through staff training and other supervisory policies and practices.

Goal E: Create an aesthetically pleasing environment for Sunnyvale through use of functional and decorative art.

- Policy E.1. Encourage alternative funding sources, funding strategies and incentives to provide and encourage the provision of art in public and private development.

Action Statements

- E.1.a. Explore cost effective alternatives to incorporate art into development projects, including the use of functional art.
- E.1.b. Explore potential private sector funding for Art in Public Places.
- E.1.c. Consider review of existing code requirements for Artwork in Private Developments for effectiveness and compatibility with City goals and modify as appropriate, looking at incentive-based alternatives to requirements.
- E.1.d. Explore a process to work with Public Works and Community Development Departments on development projects, so that an integrated art component is recognized as a goal early in the planning process where financially feasible.

- Policy E.2. Provide and encourage the incorporation of art - both functional and decorative - in public and private development.

Action Statements

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- E.2.a. As non-general fund resources allow, develop a new Master Plan for Public Art.
- E.2.b. Look for opportunities to participate in County and/or regional projects to incorporate art, such as with the planning of the station design for the Tasman Light Rail Project.
- E.2.c. Work with Department of Public Works to include public art components as part of Interpretive Signage Project at SMaRT Station/WPCP Complex.
- E.2.d. Identify and consider opportunities for art components to parks development and/or redevelopment projects, such as at Baylands Park.
- E.2.e. Identify appropriate sites for placement and inclusion of public art, with an eye to visible sites on publicly owned property with an even geographic distribution, such as neighborhood centers, parks and special use facilities.

Goal F: Provide and maintain arts facilities based on community need and the city's ability to finance, construct, maintain, and operate them.

Policy F.I. Provide, maintain, and operate arts facilities within financial constraints such as the Community Center Theatre, Creative Arts Center, artists' studios, gallery and public art collection in a safe, clean and usable condition with attention to customer satisfaction.

Action Statements

- F.1.a. Conduct periodic surveys and evaluations of use patterns and customer satisfaction in order to provide arts facilities which most effectively meet the community's needs.
- F.1.b. Adhere to a regular schedule of inspection and maintenance of facilities to ensure that high standards of safety, quality, appearance, comfort and customer satisfaction are met in arts facilities for both citizens and City staff.
- F.1.c. Plan and implement appropriate non-use times for arts facilities which will ensure adequate maintenance time.
- F.1.d. Conduct ongoing surveys of special populations related to facilities in order to provide maximum accessibility.
- F.1.e. Evaluate opportunities to utilize regional arts facilities and resources.

Adopted by Resolution 193-95; RTC 95-363 (9/26/95))

Lead Department: Department of Parks and Recreation